

THE OVERSEAS PRESS

BULLETIN

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BUSINESS AS USUAL

This memo came to UPI's New York office from *John F. Virtue*, UPI manager in Sao Paulo, Brazil, where the bureau is in the *O Estado* newspaper building:

"Once again we're without windows in the bureau. Five were broken by bricks June 24 when demonstrators attacked *O Estado*, and another - the one in my office - was punctured by a .32 bullet.

"Two Molotov cocktails were tossed against *O Estado*, igniting the wooden structures used by the workmen repairing the damage from April's bombing.

"I have asked *O Estado* if they will put a heavy mesh screen in front of our windows. We aren't the intended targets but that would be no consolation if a Molotov cocktail came sailing through a window."

'Heroes' Book Will Be Illustrated With Portraits by Top Photographers

A collection of distinguished photographs by famous photographers will illustrate the OPC's forthcoming *Heroes For Our Time*, to be published sometime this fall.

Book Publishing Committee Chairman *Will Yolen* also announced this week the receipt of a \$4,000 check on acceptance of the manuscript, being published by the K.S. Giniger Company in association with Stackpole Books. The Committee already had received a \$1,000 advance when the contract for the book was signed last year.

The series of pictures - portraits of the twelve "heroes" being featured in the book - was assembled by the OPC Photographic Committee under the direction of *Cornell Capa*.

The subjects and photographers are *Winston Churchill*, by *Philippe Halsman*; *Franklin D. Roosevelt*, by *Thomas D. McAvoy*; *John F. Kennedy*, by *Cornell Capa*; *Jonas Salk*, by *Halsman*; *Mahatma Gandhi*, by *Margaret Bourke-White* (who is also writing the chapter); *Eleanor Roosevelt*, by *Yousuf Karsh*; *Albert Einstein*, by *Halsman*; *Pope John XXIII*, by *Karsh*; *Albert Schweitzer*, by *W. Eugene Smith*; *Harry Truman*, also by *Smith*; *Martin Luther King*, by *Paul Schutzer*; and *Dag Hammarskjold*, by *Karsh*.

Capa said that prints of the pictures included in the book have been contributed for framing and would be hung at the Clubhouse.

The twelve "heroes" being featured in the book, aimed at younger readers, were selected by OPC members in a poll conducted last year by the Book Publishing Committee.

PEOPLE & PLACES

By BETTY ETTER

ON THE GO: *Clara Claassen* back from a two-and-a-half-week trip to the West Coast - La Jolla, San Diego, Los Angeles, San Francisco, Santa Barbara, Vancouver, Victoria and Seattle - attending Doubleday sales conferences and contacting authors.

CHECKING IN: *Howard Rausch* from the USSR.

NEW POSTS: *Larry Thomas*, former executive editor, upped to editor of *Pagant* . . . *Charles Robbins*, executive editor of *This Week*, appointed acting editor . . . After five years of part-time,

(See page 4)



BOOK EVENT: Club Governor *Irene Corbally Kuhn* and Past President *Louis Lochner* thumb through one of the new volumes in a set of *Encyclopedia Britannica*, now housed in the *Edward R. Murrow Memorial Library*. The books were obtained for the library through efforts of Mrs. Kuhn and were among the first of the contributions of books and references being sought by the OPC Foundation to stock the recently-dedicated facility.

(Photo by *Tommy Weber*.)

Good and Bad About AF Backgrounder

By JOE PETERS

At the invitation of the US Air Force and representing the OPC, I recently joined a small group of newsmen on a visit to the Selfridge Air Force Base in Michigan, the Air Force Academy at Colorado Springs, and to the nearby NORAD Aerospace Defense Command burrowed in the Cheyenne Mountain.

In the group, airlifted on the 3,000-mile round trip from the Stewart Air Force Base at Newburgh, N.Y., by a sturdy but slow C-54, were Kevin Brown, *Popular Mechanics*; Douglas Christensen and Campbell Thompson, WGNV Radio Newburgh; Kenneth Gilmore, WNEW-TV; Arthur McMahon, *The Herald News*, Passaic, N.J.; Lucien Nahum, Agence France Press; Tony Story, *Air Review*. We were chaperoned by Capt. Paul Buchsbaum, of the HQ Eastern Norad Region at Stewart, and Arthur Austin, New York Air Force Information Office.

Itinerary

On our first stop at Selfridge, we were greeted and briefed by Col. Taras T. Popovich, Commander of the First Fighter Wing, and by Lt. Col. Joseph F. Olshefski, Commander of the 94th Fighter-Interceptor Squadron (we were all made honorary members of the squadron which should assure a VIP reception should we visit Moscow). After a hearty lunch at the canteen and an

inspection of F-106 computer-directed fighter-interceptors, we left Selfridge on a circuitous and somewhat bumpy flight, avoiding a storm area with budding tornadoes, and arrived late at the Peterson Air Base at Colorado Springs.

The next morning we visited the Air Force Academy, where we were briefed by the Superintendent Lt. Gen. Thomas S. Moorman and the Chief of Command Information Division, Lt. Col. Bicknell K. Beckwith — the latter ably assisted by a well-indoctrinated cadet hailing from Long Island.

After lunch at the Officers' Club (we were, of course, invited but we paid for our drinks and food), we were bussed to the NORAD installation in the belly of the Cheyenne Mountain. There we were briefed by the USAF Director, Public Affairs, Col. M. Frank, Jr., and several officers of the NORAD complex.

The visits were interesting and well-conducted and may result in some reports in print and on the air. But a couple of things aroused special interest — and disappointment.

While all of us admired the architecturally beautiful and inspiring All-Faith Chapel on the Air Force Academy campus, we were surprised to learn that attendance at services is compulsory for all cadets. Sharp questioning ensued as to the constitutionality and wisdom of such a rule. Stock phrases about morale and military leadership were the replies by our guide — which made no sense to most of us.

No Pointed Questions

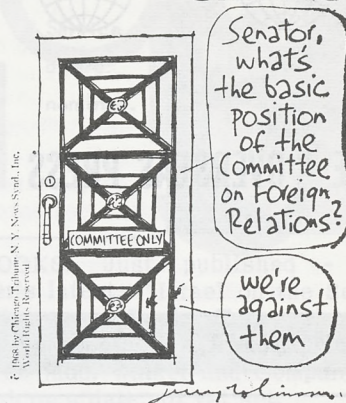
And there was an unfortunate snafu at the NORAD headquarters. For some reason, our group was bunched with a score of visitors who had no connection with the press. Consequently, the briefings were the run-of-the-mill variety for tourists and most of us refrained from asking some pointed questions, knowing that the officers, in view of the mixed crowd, could answer them only in general terms.

Despite these gloomy remarks, our group was sincerely grateful for the courteous and efficient hospitality of the Air Force and to Colonels Whitehead and Franks of the New York office for arranging the trip.

And another somewhat sour reflection. The Air Force people offered invitations to six working press OPC members. But apparently "working press members" in our Club are rare birds. And those few approached were unable to leave their jobs for three days on a short notice. So I carried the OPC banner and saved its reputation as a "press" club. I hope.

by JERRY ROBINSON

still life



News Pictures in Color

TOKYO — Toho Denki Co. of Tokyo unveiled July 12 what it said is the world's first color-to-color wirephoto transmitter and receiver.

The equipment is designed primarily for use by television stations broadcasting news in color.

The company said that the first color-to-color unit to be exported would be for the Associated Press. With this exception, distribution rights to the equipment are held by Litton Industries.

The transmitter can send a 2¼ by 3¼ inch color print in seven minutes over a standard telephone line with a band width of 3,000 cycles per second (roughly that of the human voice).

The receiver employs a color pack film, made by Polaroid Corp., and automatically produces a colorprint after the regular 60-second development time for color prints.

Letters

PARIS — ANOTHER VIEW

I just read *Bernie Redmont's* report from the Paris battle scene in the *OPC Bulletin* Vol. 23 No. 25, dated June 29, 1968.

True things went awry, but one could call Geneva, Brussels, London through the automatic telephone system. True there was no gas in Paris, but sixty miles outside Paris on the southbound highway you could fill your car tank and even jerry cans. True there was fighting in the students' district, but people went on working until the long Whit-sun holidays came around.

Bernie is a friend of mine but reading "OPC reports from the scene" I have a sneaky feeling that sensationalism is a handy tool to flatter the importance of the press corps.

Maurice Hendrik Boon
Paris



Chairman: Joseph Harrow

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Editorial deadlines: Noon Mondays for column items, noon Tuesdays for all other materials.

NEW YORK SCENE

Threat from the Left

Wed., July 31 - Edward R. Murrow World Affairs Forum luncheon, with Prime Minister Forbes Burnham of Guyana. Cocktails 12:15 p.m., luncheon 1 p.m. \$4.

Guyana's struggle to keep Communists from gaining power goes back to its pre-independence days, when leftist Cheddi Jagan was a powerful factor in the politics of British Guiana. Prime Minister Burnham has been in the forefront of the resisting establishment of Guyana, but he soon will stand for reelection in the face of increased agitation from Castro-type leftists.

The political situation in Guyana is typical of that in many Latin American countries today, so Burnham's OPC talk will be revelant to the entire region. Burnham also will take the opportunity to talk about the more positive aspects of Guyana's story - its move for economic and political cooperation.

* * *

All reservations not cancelled 24 hours in advance will be charged to members' accounts.

Placement

M-179-Wanted - public relations teacher, part time, Seton Hall University, South Orange, N.J. Contact Prof. A. Paul Kloss - (202) 762-9000, ext. 504.

M-180-Public relations writer with at least 5 to 7 years experience to edit house organ, nationally known nonprofit organization headquarters New York City. Knowledge of radio, TV and wide range NYC media contacts desirable and important. Solid, competitive salary and fringe benefits. Send resume and references.

M-181-PR Director's Assistant wanted for hospital in eastern New Jersey. Write releases, edit newspaper, newsletter, handle community relations, public information. \$130 to \$145 week dependent upon experience. Contact Bruce Campbell S-H-S Personnel, 1280 Route 46, Parsippany, N.J. (201) 335-6100.

M-182-Wanted, for top writing spot, covering everything from major speeches to inter-company memos between top brass. Prefer background in heavy industry, but writing skills are what count. Also a feel for letters to stockholders and VIP mail.

M-183-Private, non-profit institute, government-supported, needs five writers to produce brochures and training manuals for anti-poverty program. Must live in Trenton, New Jersey. Will pay \$9-1100 per year. Phone Sid Lee Gordon, (212) LA 4-5540.

Send resumes to advertisers where listed. All others send to James Hagen, US Steel, 71 Broadway, New York, N.Y. 10006, Telephone 558-4378.

NEWSMEN PASSENGERS ON MOSCOW-NY FLIGHT

A group of American newsmen were among the passengers on the inaugural scheduled flight July 15 between Moscow and New York by Aeroflot, the Soviet airline.

Jerry Hannifin, *Time*; OPC Board Member Ed Talbert of World Aviation Publications, Inc.; Dick Witkin, *New York Times*; David Young, *Chicago Tribune-New York News*; Bob Hotz and Don Winston, *Aviation Week & Space Technology*; Ev Clark of *Newsweek* and Sam Butz of *Air Force and Space Digest* were passengers on the first flight, opening regular commercial air service over the 4,960-mile skyway.

All had flown to the Soviet Union a few days earlier without any guarantee that they would be allowed to purchase tickets on the flight. They all were able to make the flight aboard Aeroflot's Ilyushin jetliner, along with double Aeroflot flight crews and 97 passengers, most of them Soviet citizens.

CHAT FOR CHIT

After you've signed your dining room or grill chit, be sure to retain the top copy - it cannot be reclaimed later.

Members with charge privileges are cautioned especially to clearly sign their names and account numbers on their chits. This will assure accurate billing.

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PUBLIC RELATIONS

PR news the way you want it lean, hard-hitting, useful in Jack O'Dwyer's Newsletter

Jack would like to have you as a reader, a news source and a friend. His coverage of the PR beat in the past two years has won him wide readership. Besides serving as Editor of his own newsletter, O'Dwyer writes a twice-a-week column on New York advertising news for the Chicago Tribune. An Overseas Press Club member the past seven years, he formerly was ad columnist



for the New York Journal-America. For sample copies, write him at 271 Madison Avenue or phone: OR 9-2471

PEOPLE & PLACES

(From page 1)

William S. Jackson has become full-time editor of *Antique Automobile*, turning his hobby into his work. He's also been named a contributing editor of *Competition Press & Autoweek*, a weekly nationally circulated newspaper, where he is doing a regular column called "The Old Car World." . . . **Eva Ban**, Brazilian correspondent for *Diarios Associados*, has also joined the staff of *Top News Sociedade Journalistica*, the latest addition to Rio de Janeiro's news agencies. **Robert Stein**, former editor of both *McCall's* and *Redbook* and more recently executive assistant to the president of the *McCall Corp.*, named to form and head up the company's new TV unit . . . **The Rev. Joseph F. Michenfelder**, director of the Catholic Information Center in Lima, named by Maryknoll to direct the society's newly created Office of Social Communications for the Missions . . . **Roy I. Newborn** has resigned as circulation director of *The Boston Herald-Traveler* and bought the Altoona News agency of Pennsylvania, which represents 45 publishers in the newspaper, magazine and book fields.

ARTICLES: **Edward A. Walsh**, Fordham U. journalism head, in the June issue of *Nieman Reports* with a piece on "Journalism Teaching in a Liberal Arts College." Recently returned from Europe, where he addressed the International Association for Mass Communications Research at the U. of Navarre in Pamplona, Spain; visited International Press Institute Headquarters in Zurich; and stopped in Rome for conferences with officials of the North American Section of Vatican Radio, of which he was assistant to the director last year while on leave of absence from Fordham . . . **Charles Raddock's** 6000-word "The East Side Story" in the special summer issue of *Chicago Forum* highbrow quarterly of American Jewish life and letters . . . **Patrick McNulty** by-lined in *July Sport* with a piece on the return of tennis professional Rod Laver to Wimbledon.



BAKAL:
New interest
in his
'Arms' book.

BOOKS: A new book by **Fred Kerner**, "It's Fun to Fondue!" published by Centaur House with an initial printing of 25,000 copies . . . **Helen Buckler** reports that a new edition of her biography of David Hale Williams, first American Negro surgeon, will be coming out via Pitman in October. A shortened, simplified edition for junior high school students was published in May by McGraw-Hill. When the book was first published 15 years ago, it received an award from the National Council of Negro Woman . . . For the recently published "Public Affairs Press Book: Poor Richard Nixon's Very Own Words," **Hope Chamberlin** served as one of the editors.

RADIO & TV: Since the assassination of Senator Kennedy, **Carl Bakal** has appeared on 15 radio and TV shows, including those of Merv Griffin and Mike Douglas, to speak out for strict gun control. His 1966 McGraw-Hill book, "The Right to Bear Arms," is being condensed in the August Reader's Digest, and a paperback edition, with new material by the author, will also be issued early next month . . . **David Schoenbrun** on the Dick Cavett show (ABC-TV) July 10 . . . Travel editor **Richard Joseph** talked about traveling with children to Martha Deane (WOR) July 17 . . . **Victor Lasky** added to the list of commentators for Mutual Broadcasting Co.'s political convention coverage . . . **John Mason Potter** interviewed about his latest book, "Plots Against Presidents," on WNEW-TV's "Viewpoint." The Buffalo station is part of the National Educational Television network.

HONORS: **John Scott's** 25th anniversary as a newscaster (WOR) mentioned in the Congressional Record by the Hon. Theodore Kupferman.

SPEAKERS: **Charles Gillett**, executive vice president of the NY Convention and Visitors Bureau, spoke at the annual meeting of the Puerto Rico Convention Bureau in San Juan July 18 . . . Plugging her new book, "Dear Doctor," **Juliet Lowell** spoke to 300 women at a



COUSINS:
ABC News
guest
commentator.

ROBBINS:

This Week
acting
editor.



luncheon in Salem, Mass . . . will speak at a Temple in Boston and at a banquet given by the Savings Bank Life Insurance Co. in Hartford. She is also doing the rounds of radio and TV, with a lengthy interview on the Arlene Francis show July 9, on the Bob Kennedy show in Boston July 18, and on WEVD with Ruth Jacobson on July 24. . . . **Norman Cousins** added to the list of guest commentators on the "ABC Evening News with Frank Reynolds."

NEW ACQUISITIONS: **Jerry Finkelstein**, publisher of the *NY Law Journal*, the *Civil Service Leader* and the new tabloid, *Daily Column*, has acquired the *NY (Sunday) Knickerbocker* and plans to publish it as the Sunday edition of the *Column* . . . **Bill Berns** has acquired film rights to the Yugoslav-Czech co-production, "Seventh Continent," which opens at NY's Carnegie Hall Cinema July 29.

SICK BAY: **Edward M. Kirby** spending the summer in Veterans Hospital, where he is mending from a fractured leg . . . **Stella Margold** in Massachusetts General Hospital. Address: Room 322, Vincent Memorial Section, Fruit Street, Boston.

PASSING SCENE IN LONDON: **Anita Berke**, husband and daughter . . . **William Clew**, managing editor, *Hartford Courant* . . . **Madeline D. Ross** and **Mary Joe Connolly**. Charles Smith, *Hearst Headline Service*, hosted the Misses Ross and Connolly at the London Press Club for lunch, at which time they were shown the club's rooms and memorabilia. Until recently women were not allowed in the club but due to fiscal balance sheets they are now permitted for lunch or dinner as guests of members. The Women's Press Club seems to be changing its name and is currently looking for quarters.



LASKY:
Convention
commentary
for Mutual.